

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**  
**Vidyavihar, Mumbai- 400077**

**Program: PGDM RM V (Batch2017-19), Subject: E-Retailing**  
**(End Term Examination)**

**Maximum Marks: 50**

**Date: 10/01/2019**

**Duration: 3 hours**

**Instructions:** i) **Question 1 is Compulsory.**

ii) **Answer Any Three from Q 2 to Q 5.**

**QUESTION 1**      Read the case and answer the questions given below:      **14 Marks**

### **Automartindia.com**

Founded in August 1999, Automartindia Ltd. Is a typical brick-and-click joint venture, floated by the Mahindra Group, Mahindra Information Technology Services Ltd. (MITS), Housing Development Finance Corporation (HDFC) and the established auto dealers, Sah & Sanghi. The Company is headquartered in Mumbai. The company has outlets at prime locations in Mumbai, Delhi, Bangalore, Chennai and Pune.

Automartindia Ltd. lists two primary objectives:

- i) To simplify the process of buying and selling automobiles in the Indian automotive space.
- ii) To provide a high level of transparency and credibility in the used car market; virtues sorely lacking in the current scenario.

To this end, Automartindia Ltd. offers its customers a range of services from choice of a certified vehicle, to certification, finance and registration, insurance, valuation, etc. that simplify the entire process and helps them make informed sales and purchase decisions. Automartindia Ltd. is in a unique position to leverage its intrinsic strengths and create a unique alignment of the interests of purchasers, sellers, dealers, automobile associations and manufacturers.

Automartindia recognizes that a car in the Indian context is much more than just transportation. It is a symbol of achievement, recognition of value and a major milestone in the life of most of our target groups. Hence Automartindia has positioned itself as a companion that helps its customers achieve this milestone with the least possible discomfort.

The services offered by Automartindia are:

1. Used vehicles: Automartindia has the largest online inventory of used cars from over 70 cities in India. Moreover, its retail outlets are equipped to display at least 50 small, medium and premium segment cars at any given point of time.

Towards providing credibility and transparency in the highly disorganized used car market, Automartindia Certification Program works at two levels. While the used car buyers can ensure what they pay for is what they get, the sellers can actually sell their vehicles faster by avoiding prolonged negotiations and haggling once they have put all their cards on the table.

2. New vehicles on the site: Automartindia offers its users a range of new cars from small family cars to premium sedans. This is coupled with other helpful services like online reviews and technical statistics that users can avail of on the site. They can also run a dealer search to find the dealer closest to them.

Perhaps the most daunting task in the transaction of a used vehicle is the paperwork that needs to be done. Automartindia ensures complete documentation at the time of procurement itself. Besides this, a check on accident history is also done. Automartindia has tie-ups with financial institutions for consumer loans. This product has also been developed to plug a huge need gap in the used car business. Warranty is provided for a period of 6 months or 8000 km (which ever is first). This is provided as per the original manufacturer guidelines, thus ensuring that the same service standard is maintained for the car. This is a comforting factor for consumers of used cars. All this comes free to a consumer.

Through its portal, Automartindia offers:

- C2C trading
- B2C trading

Partnership and Tie-ups:

- Hyundai Motors India Ltd: HMIL has tied up with Automartindia for its exchange programmes. Under this programme, any customer walking into Hyundai showroom can get his car valued and choose a brand new Hyundai product of his choice. This scheme compliments both companies because a customer walking into the showroom can sell his vehicle to Automartindia and in exchange drive away in a brand new Hyundai car.
- General Motors India: Automartindia has tied up a strategic relationship with General Motors to launch used car outlets with GMI and its dealers. Automartindia would provide their skill and expertise, and GMI and its dealers would provide the infrastructure.
- Indiatimes.com: For developing the used car market, Automartindia has tied up with the horizontal portal, Indiatimes, to operate the car sales channel for them. This way, Automartindia caters to the registered users of Indiatimes as well.

Questions:

- a) What are the different business models (based on relationship of transaction types) that Automartindia.com will fit in? Justify.
- b) Chalk out a Business Plan to launch a competing online store to give tough competition to Automartindia.com.

**QUESTION 2**

**12 Marks**

Distinguish between ANY THREE of the following:

- a) Alibaba.com vs. Amazon.com
- b) Bigbasket.com vs. Pepperfry.com
- c) Jabong.com vs. eBay.com
- d) Shopclues.com vs. Ultrarichmatch.com
- e) Netflix.com vs. Snapdeal.com

**QUESTION 3**

**12 Marks**

Explain with examples ANY THREE of the below E-Commerce Models:

- a) P2P
- b) G2C
- c) B2C
- d) G2B

**QUESTION 4**

**Answer ANY ONE from below**

**12 Marks**

- i) Distinguish between the E-Business Models namely: Classification by Revenue Model vs. Classification by Distribution Model.

OR

- ii) Explain E-Marketing Mix elements with suitable examples.

**QUESTION 5**

Write short notes on **ANY THREE**:

**12 Marks**

- a) Types of E-Payment Systems
- b) Infomediary model
- c) Advertising model
- d) Aggregator model
- e) Affiliate model

-----End of Paper-----